CLAIMS

1. A content presentation method comprising the steps of:

5   (a) retrieving content to be presented;

  (b) determining a presentation-controlling locality;

  (c) presenting the content to a user with at least one attribute of the presentation, other than or additional to the content presented and language in which it is presented, being set in dependence on said presentation-controlling locality determined in step (b).

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2. A method according to claim 1, wherein said presentation-controlling locality is the user's current locality.

3. A method according to claim 1, wherein said presentation-controlling locality is a
15   locality identified in locality data included in, or otherwise associated with, the retrieved content.

4. A method according to claim 1, wherein the content is provided in the form of content pages served over a network from a content server.

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5. A method according to claim 1, wherein the content is presented at least partially in a visual manner, the said at least one attribute being a visual attribute.

6. A method according to claim 1, wherein the content is presented at least partially by
25   sound, the said at least one attribute being an audio attribute.

7. A method according to claim 1, wherein the content is presented by voice with the accent of the voice being set to reflect a regional accent appropriate to the said presentation-controlling locality.

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8. A method according to claim 1, wherein the content is provided in the form of a content page intended for use with a style sheet, step (c) involving selecting a style sheet according

to said presentation-controlling locality and applying it to said content.

9. A method according to claim 8, wherein said presentation-controlling locality is the user's current locality.

10. A method according to claim 8, wherein said presentation-controlling locality is a locality identified in locality data included in, or otherwise associated with, the content page.

11. A method according to claim 8, wherein the style sheet is selected from a set of locality-dependent style sheets, this set being specified by the user.

12. A method according to claim 8, wherein the style sheet is selected from a set of locality-dependent style sheets, this set being specified by the content server by a style-sheet-set reference associated with the content.

13. A method according to claim 8, wherein the content is presented by voice with the accent of the voice being set to reflect a regional accent appropriate to the said presentation-controlling locality.

14. A method according to claim 4, wherein the said presentation-controlling locality is sent to the content server which uses this information to set the said at least one attribute before sending the content to the user.

15. A method according to claim 1, wherein steps (a) to (c) are effected by equipment physically associated with the user.

16. A method according to claim 1, wherein the content is provided in the form of content pages intended for use with a style sheet, the style sheet appropriate to the said presentation-controlling locality being fetched from a remote server by user equipment physically associated with the user.

17. A presentation method for content pages intended for use with a presentation style sheet, the method comprising the steps of:

(a) retrieving a content page to be presented;

(b) determining a presentation-controlling locality;

5   (c) retrieving a presentation style sheet in dependence on said presentation-controlling locality determined in step (b); and

(d) presenting the retrieved content page using the style sheet retrieved in step (c).

18. A method according to claim 17, wherein the content page is presented at least 10   partially by sound, the retrieved style sheet being an audio style sheet.

19. A method according to claim 17, wherein said presentation-controlling locality is the user's current locality.

15   **20.** A method according to claim 17, wherein said presentation-controlling locality is a locality identified in locality data included in, or otherwise associated with, the content page.

21. A content presentation method comprising the steps of:

20   (a) retrieving content to be presented along with locality data indicating a locality associated with the content; and

(b) presenting the content to a user with at least one attribute of the presentation, other than or additional to the content presented and language in which it is presented, being set in dependence on said locality indicated by the locality data.

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22. A method according to claim 21, wherein the content is provided in the form of content pages intended for use with a style sheet, step (b) involving selecting a style sheet according to said locality and applying it to said content.

30   **23.** A presentation method for content pages intended for use with a presentation style sheet, the method comprising the steps of:

(a) retrieving a content page to be presented along with style-sheet-set data identifying a

set of style sheets;

(b) determining a presentation-controlling locality;

(c) retrieving a presentation style sheet, from said set of style sheets, in dependence on said presentation-controlling locality determined in step (b); and

5   (d) presenting the retrieved content page using the style sheet retrieved in step (c).

24. A method according to claim 23, wherein the content page is presented at least partially by sound, the retrieved style sheet being an audio style sheet.

10   **25.** A method according to claim 23, wherein said presentation-controlling locality is the user's current locality.

26. A method according to claim 23, wherein said presentation-controlling locality is a locality identified in locality data included in, or otherwise associated with, the content

15   page.

27. A method of presenting content received from a content server to a user, wherein at least one attribute of the presentation, other than the content itself and language in which it is presented, where applicable, is set in dependence on the user's current locality.

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28. Apparatus for presenting content pages intended for use with a presentation style sheet, the apparatus comprising:

- means for retrieving a content page to be presented;

- means for determining a presentation-controlling locality;

25   - means for retrieving a presentation style sheet in dependence on said presentation-controlling locality; and

- means for presenting the retrieved content page using the retrieved style sheet.

29. Apparatus according to claim 28 wherein the said means for presenting the retrieved

30   content page operative to present the content page at least partially by sound, the retrieved style sheet being an audio style sheet.

30. Apparatus according to claim 28, wherein said presentation-controlling locality is the user's current locality, the said means for determining the presentation-controlling locality being an arrangement for determining the location of the apparatus.

5　**31.** Apparatus according to claim 28, wherein said presentation-controlling locality is a locality identified in locality data included in, or otherwise associated with, the content page, the said means for determining the presentation-controlling locality being means operative to receive the locality data along with the content page.

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